

**OFFICE OF THE CITY MANAGER
LITTLE ROCK, ARKANSAS**

**BOARD OF DIRECTORS COMMUNICATION
JANUARY 16, 2018 AGENDA**

Subject:	Action Required:	Approved By:
<p>An ordinance establishing a Planned Zoning District titled T-Mobile Short-Form PD-C, located at 12211 West Markham Street. (Z-6406-B)</p> <p>Submitted By:</p> <p>Planning & Development Department</p>	<p>√ Ordinance Resolution Approval Information Report</p>	<p>Bruce T. Moore City Manager</p>

SYNOPSIS	The applicant is proposing to amend the previously-approved PD-C, Planned Development - Commercial, zoning to allow for the placement of a new sign with height and area as allowed in commercial zones.
FISCAL IMPACT	None.
RECOMMENDATION	Staff recommends approval of the requested PD-C zoning. The Planning Commission voted to recommend approval of the PD-C zoning by a vote of 8 ayes, 0 nays and 3 absent.
BACKGROUND	<p>Ordinance No. 17,626, adopted by the Board of Directors on December 2, 1997, rezoned the site from C-3, General Commercial District, to PD-C, Planned Development – Commercial, and established Parkway Motors PD-C Short-Form, located at 12211 West Markham Street. The Planning Commission reviewed the request at their October 30, 1997, Public Hearing.</p> <p>The proposal included the creation of a commercial lot with one (1) building and twenty-nine (29) parking spaces. The intended use was auto sales allied with an automobile dealership, which was being developed across West Markham Street.</p>

**BACKGROUND
CONTINUED**

The site included vehicle access from Entergy Drive and an easement next to Luby's Cafeteria.

Ordinance No. 19,351, adopted by the Board of Directors on July 19, 2005, allowed a revision to the previously-approved PD-C to allow for the redevelopment of the site with a branch bank facility. The approval also allowed an automobile dealership, C-3 uses and O-3, General Office District, uses as alternate uses for the site.

The approval allowed the existing pole sign to remain. The sign was nineteen (19) feet in height and twenty-four (24) square-feet in sign area.

The applicant is now proposing to amend the previously-approved PD-C zoning to allow for the placement of a pole sign sixteen (16) feet in height and a sign panel of four (4) feet by sixteen (16) feet with a total sign area of sixty-four (64) square-feet. Included in the applicant's request is the allowance of signage as allowed within the commercial zones or a maximum of thirty-six (36) feet in height and 160 square-feet in sign area. No other modifications are proposed for the PD-C zoning request.

The Planning Commission reviewed the proposed PD-C request at its November 30, 2017, meeting and there were no registered objectors present. All property owners located within 200 feet of the site along with the Parkway Place Neighborhood Association were notified of the public hearing. Please see the attached Planning Commission minute record and site plan for the applicant's specific development proposal and the staff analysis and recommendation.